Kish Hickerson
Product Designer

Email k@kishelement.com
Portfolio www.kishelement.com

Summary

Results-driven Product Designer & Strategist skilled in leading cross-functional teams and conducting in-depth user research to design and deliver products that increase user engagement and stimulate business growth.

Experience

Founder | MoonParade
Atlanta, GA | 2020 - Present
- Led a team of 6+ designers to successfully launch 10+ innovative products for startups and Fortune 1000 companies.
- Developed scalable design systems that increased user engagement and reduced development time.
- Collaborated with industry-leading clients including Mailchimp, Grainger, Generac, and Wisely to drive impactful results and exceed expectations.

Lead Mobile Product Design | Big Nerd Ranch
Atlanta, GA | 2020 - 2021
- Optimized the user interface and task flows to help instructors plan exercise circuits for the Peloton Crescendo app, resulting in an increase in user satisfaction.
- Spearheaded the design for a net-new hands-free curated playlist music player app, successfully launching it within a year and achieving a 100% user adoption rate. Developed user journeys, facilitated usability tests, and collaborated with cross-functional teams to ensure a seamless and enjoyable user experience.

Lead Mobile Product Design Consultant | Anthem
Atlanta, GA | 2019 - 2020
- Analyzed the AI healthcare app and optimized the lengthy user journey to increase user engagement and minimize churn.
- Generated new features such as geo-locating doctors based on symptoms, and enhanced search with a curated list of physicians based on the system's most searched items.
- Launched the My Health dashboard, providing users with quick access recent symptoms, medication records, and digital wallet.

Lead Product Design Consultant | Delta
Atlanta, GA | 2018 - 2019
- Led and mentored a team of 12 designers, fostering a collaborative work environment, and introduced design sprints.
- Established a standardized design system that reduced development time and improved design consistency.

Skills

Design: Product Design, User Interface, User Flows, User Experience, Human Interface Guidelines, Android Material Design, Wireframes, Prototyping, Design Systems, Accessibility, Voice Interface Design

Software: Figma, Sketch, Principle, Adobe XD, Protopie, Proto.io, Invision, Webflow, Abstract, Miro, Notion, Maze, Spline

Research: Usability Testing, A/B Testing, Information Architecture, Data Analytics, User Interviews, Quantitative Analysis, Journey Mapping, Design Strategy, Competitor Analysis

Award

March Madness Live
39th Sports Emmy® Winner
Outstanding Trans-Media Sports Coverage

Education

Savannah College of Art & Design
Bachelor of Fine Arts
Graphic Design

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Experience continued

- Optimized the flight booking flow, resulting in an increase in user engagement and a decrease in abandoned bookings.
- Facilitated cross-functional team design reviews to ensure alignment and drive product innovation.

Lead Product Designer | Turner Sports
Atlanta, GA | 2016 - 2018
- Managed a team of 5 product designers and collaborated with an external design team of 2 to ensure timely and efficient project execution.
- Collaborated with the research and data cloud teams to develop comprehensive user personas for web, mobile and connected devices.
- Introduced, designed, and extensively tested live multi-view games for the March Madness ecosystem, achieving record-breaking consumption and conversion.

Senior UX Design Consultant | Ogilvy
Atlanta, GA | 2014 - 2015
- Drove a multi-brand campaign with Coca-Cola and IHG to encourage user adoption, and to earn and share points.
- Conducted a comprehensive site audit to identify opportunities, organize content, minimize redundancy, and optimize user task flows.
- This resulted in a remarkable 30% increase in user engagement compared to previous years.

Senior UX Design Consultant | The Home Depot
Atlanta, GA | Apr - Nov 2014
- Conducted competitive analysis, and content audits for recommended products.
- Designed low-fi prototypes for usability testing to validate design decisions.
- Launched recommendations and increased items sold.

Lead Mobile Designer | Rent
Atlanta, GA | 2012 - 2014
- Led the mobile design team in the successful redesign of Apartment Guide's Android and iOS applications, collaborating with interdisciplinary teams to enhance the user experience.
- Facilitated design sprints to develop low-fidelity prototypes, which were user-tested to validate business decisions, resulting in improvement in app ratings and user engagement.

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